

What is claimed is:

1 1. A method comprising:
2 determining if a third party referred an online buyer of
3 a good not requiring physical delivery to an online seller of
4 the good not requiring physical delivery; and
5 apportioning revenue from sale of the good not requiring
6 physical delivery between the online seller and, if a third
7 party referred the online buyer to the online seller, to the
8 third party.

1 2. The method of claim 1 in which the determining is
2 performed automatically.

1 3. The method of claim 1 in which the apportioning is
2 performed automatically.

1 4. The method of claim 1 further comprising registering
2 the third party with the online seller as eligible to receive
3 a portion of revenues from goods not requiring physical
4 delivery sold by the online seller to an online buyer who
5 navigated across a network to the online seller via the third
6 party.

1 5. The method of claim 1 further comprising determining
2 if a fourth party referred the third party to the online
3 seller and if so, apportioning revenue from the sale of the
4 good not requiring physical delivery between the online seller
5 and, if the third party referred the online buyer to the
6 online seller, to the third party and to the fourth party.

1 6. The method of claim 1 further comprising delivering
2 the good not requiring physical delivery to the online buyer

3 after confirming payment for the good not requiring physical
4 delivery.

1 7. The method of claim 1 in which the revenue is
2 apportioned between the third party and the online seller in
3 accordance with predetermined percentages.

1 8. The method of claim 7 in which the revenue is also
2 apportioned in accordance with predetermined percentages to a
3 fourth party responsible for performing the determining and
4 the apportioning.

1 9. The method of claim 1 in which the online buyer
2 purchases the good not requiring physical delivery over the
3 Internet.

1 10. The method of claim 1 in which the good not
2 requiring physical delivery includes a subscription to a web
3 site.

1 11. The method of claim 1 in which the good not
2 requiring physical delivery includes a donation.

1 12. The method of claim 1 in which the good not
2 requiring physical delivery includes an electronic file
3 deliverable over a network that the online buyer used in
4 purchasing the good not requiring physical delivery from the
5 online seller.

1 13. The method of claim 1 further comprising providing
2 data online regarding the sale of the good not requiring
3 physical delivery.

1 14. The method of claim 13 in which access to the online
2 data is secure.

1 15. The method of claim 13 in which the data includes
2 how the revenue is apportioned between the third party and the
3 online seller in accordance with predetermined percentages.

1 16. The method of claim 1 further comprising providing
2 the online seller with resources on a network on which to sell
3 the good not requiring physical delivery.

1 17. The method of claim 1 further comprising determining
2 which of a plurality of third parties associated with the
3 online seller is the third party that referred the online
4 buyer to the online seller.

1 18. An article comprising a machine-readable medium
2 which stores machine-executable instructions, the instructions
3 causing a machine to:

4 determine if a third party referred an online buyer of a
5 good not requiring physical delivery to an online seller of
6 the good not requiring physical delivery; and

7 apportion revenue from sale of the good not requiring
8 physical delivery between the online seller and, if a third
9 party referred the online buyer to the online seller, to the
10 third party.

1 19. The article of claim 18 in which the determining is
2 performed automatically.

1 20. The article of claim 18 in which the apportioning is
2 performed automatically.

1 21. The article of claim 18 further causing a machine to
2 register the third party with the online seller as eligible to
3 receive a portion of revenues from goods not requiring
4 physical delivery sold by the online seller to an online buyer

5 who navigated across a network to the online seller via the
6 third party.

1 22. The article of claim 18 further causing a machine to
2 determine if a fourth party referred the third party to the
3 online seller and if so, apportioning revenue from the sale of
4 the good not requiring physical delivery between the online
5 seller, and, if the third party referred the online buyer to
6 the online seller, to the third party and to the fourth party.

1 23. The article of claim 18 further causing a machine to
2 deliver the good not requiring physical delivery to the online
3 buyer after confirming payment for the good not requiring
4 physical delivery.

1 24. The article of claim 18 in which the revenue is
2 apportioned between the third party and the online seller in
3 accordance with predetermined percentages.

1 25. The article of claim 24 in which the revenue is also
2 apportioned in accordance with predetermined percentages to a
3 fourth party responsible for performing the determining and
4 the apportioning.

1 26. The article of claim 18 in which the online buyer
2 purchases the good not requiring physical delivery over the
3 Internet.

1 27. The article of claim 18 in which the good not
2 requiring physical delivery includes a subscription to a web
3 site.

1 28. The article of claim 18 in which the good not
2 requiring physical delivery includes a donation.

1 29. The article of claim 18 in which the good not
2 requiring physical delivery includes an electronic file
3 deliverable over a network that the online buyer used in
4 purchasing the good not requiring physical delivery from the
5 online seller.

1 30. The article of claim 18 further causing a machine to
2 provide data online regarding the sale of the good not
3 requiring physical delivery.

1 31. The article of claim 30 in which access to the
2 online data is secure.

1 32. The article of claim 30 in which the data includes
2 how the revenue is apportioned between the third party and the
3 online seller in accordance with predetermined percentages.

1 33. The article of claim 18 further causing a machine to
2 providing the online seller with resources on a network on
3 which to sell the good not requiring physical delivery.

1 34. The article of claim 18 further causing a machine to
2 determine which of a plurality of third parties associated
3 with the online seller is the third party that referred the
4 online buyer to the online seller.

1 35. A system comprising:
2 a first mechanism configured to connect to a public
3 network and to enable a buyer to purchase a good not requiring
4 physical delivery over the public network from a seller; and
5 a second mechanism configured to connect to the public
6 network, to confirm payment for the good not requiring
7 physical delivery before the good not requiring physical
8 delivery is delivered to the buyer, and to apportion the

9 payment between the seller and a third party that referred the
10 buyer to the seller via the public network.

1 36. The system of claim 35 in which the second mechanism
2 automatically confirms the payment.

1 37. The system of claim 35 in which the second mechanism
2 automatically apportions the payment.

1 38. A method comprising:
2 registering an online seller of a good with an entity;
3 registering a third party with the entity as eligible to
4 receive a portion of revenues from sales of the good sold by
5 the online seller to an online buyer who navigated across a
6 network to the online seller via the third party.

7 automatically determining if the third party referred the
8 online buyer of the good to the online seller of the good;

9 automatically apportioning revenue from sale of the good
10 between the online seller and, if a third party referred the
11 online buyer to the online seller, to the third party
12 according to a predetermined payment structure;

13 automatically determining if a fourth party referred the
14 third party to the online seller and if so, automatically
15 apportioning revenue from the sale of the good between the
16 online seller and, if the third party referred the online
17 buyer to the online seller, to the third party and to the
18 fourth party according to a predetermined payment structure;
19 and

20 automatically providing data online regarding the sale of
21 the good to the online seller, to the third party if the third
22 party referred the online buyer to the online seller, and the
23 fourth party if the fourth party referred the third party to
24 the online seller.

1 39. The method of claim 38 in which the good includes a
2 good not requiring physical delivery.